

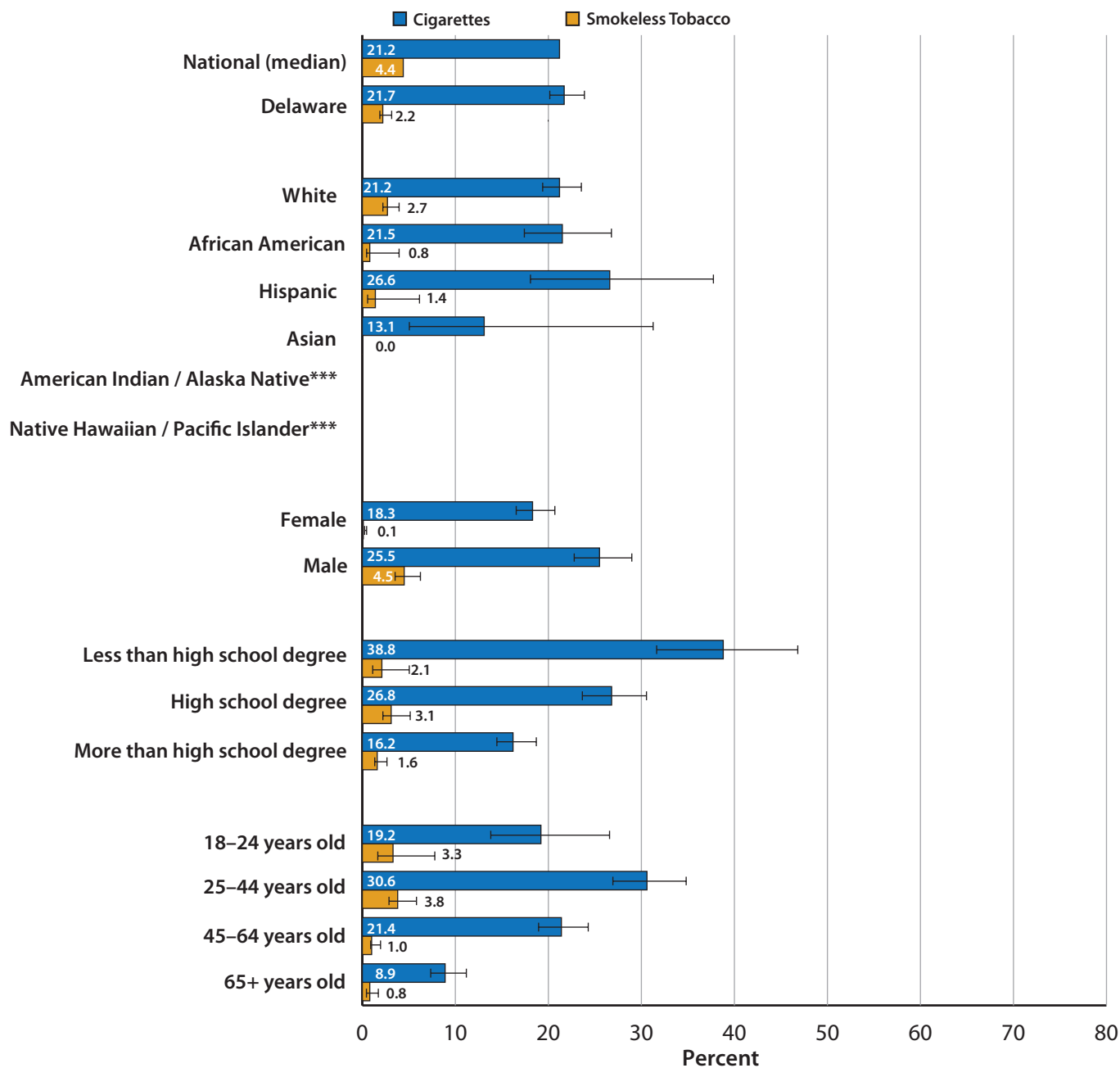
## Monitor

### Adult Current Cigarette/Smokeless Tobacco Use

In Delaware, the percentage of adults (ages 18+) who currently smoke cigarettes was 21.7% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Delaware ranked 28<sup>th</sup> among the states.

The percentage of adults who currently use smokeless tobacco was 2.2% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Delaware ranked 9<sup>th</sup> among the states.

#### Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



Source: Behavioral Risk Factor Surveillance System, 2011

# DELAWARE

## Youth Current Cigarette/Smokeless Tobacco/Cigar Use

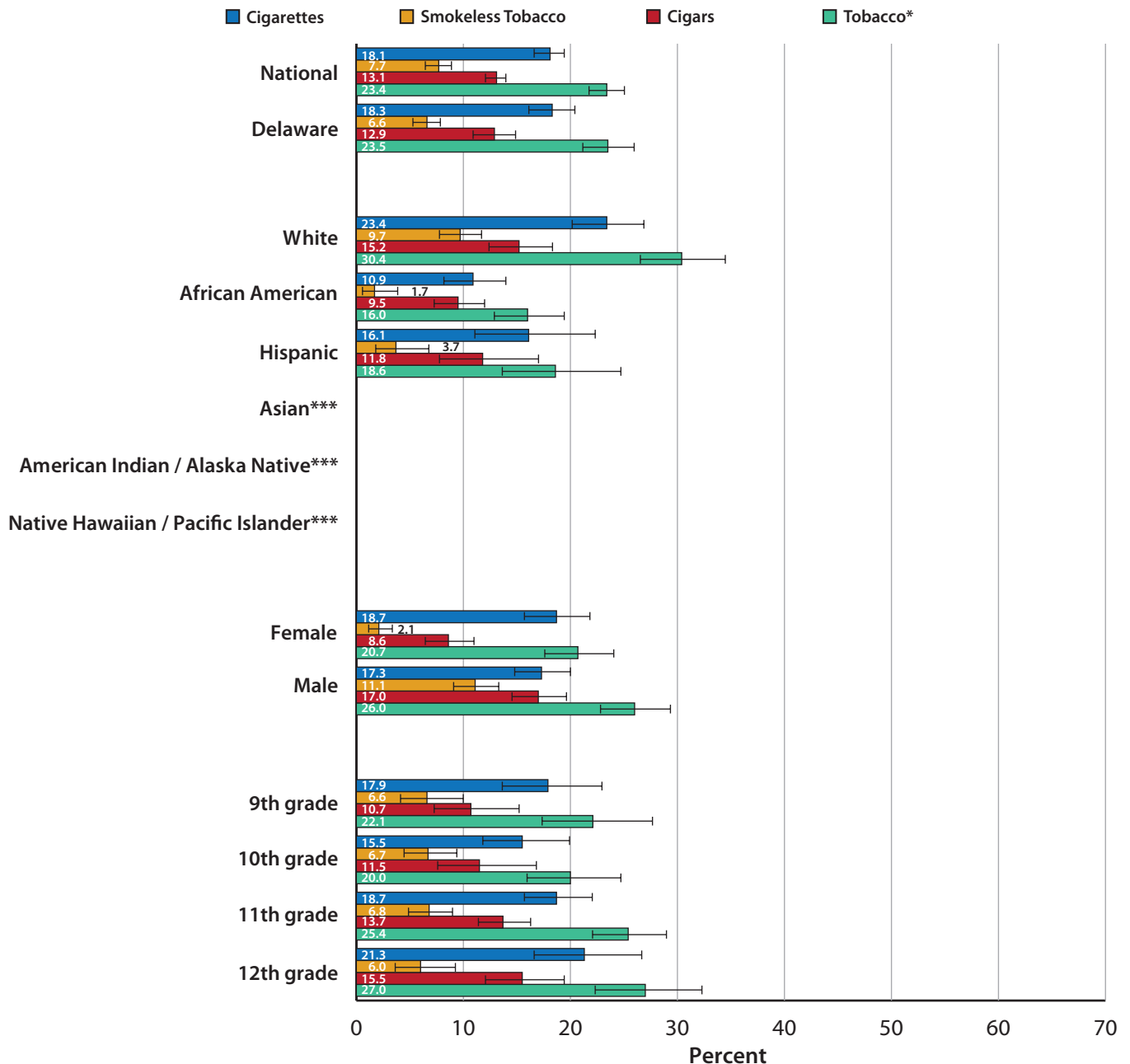
In Delaware, the percentage of youth in grades 9-12 who currently smoke cigarettes was 18.3% in 2011. The range across 44 states was 5.9% to 24.1%. Delaware ranked 31<sup>st</sup> among 44 states.

The percentage of youth who currently use smokeless tobacco was 6.6% in 2011. The range across 40 states was 3.5% to 16.9%. Delaware ranked 8<sup>th</sup> among 40 states.

The percentage of youth who currently smoke cigars was 12.9% in 2011. The range across 37 states was 5.0% to 18.3%. Delaware ranked 13<sup>th</sup> among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 23.5% in 2011. The range across 36 states was 7.8% to 31.9%. Delaware ranked 18<sup>th</sup> among 36 states.

### Tobacco Use among High School Students by Demographic Characteristics



\* Cigarettes, smokeless tobacco, and/or cigars

\*\*\* Sample size <100

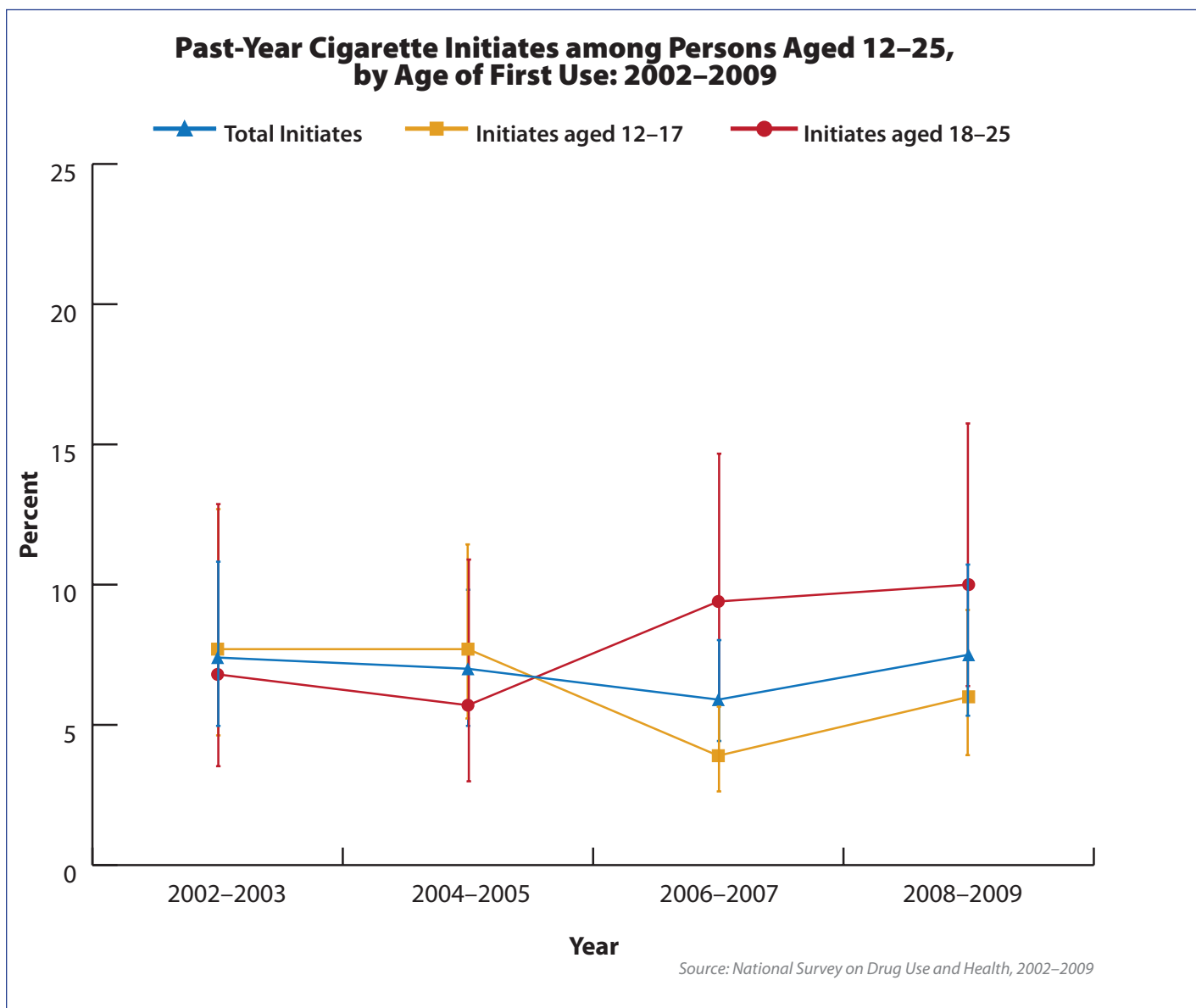
Source: Youth Risk Behavior Survey, 2011

# DELAWARE

## Past-Year Cigarette Initiation

In 2008-2009, of all Delaware youth ages 12-17 who had never smoked, 6.0% smoked a cigarette for the first time in the past year. This ranked 28<sup>th</sup> in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 10.0% smoked a cigarette for the first time in 2008-2009. This ranked 39<sup>th</sup> in the nation, with a range of 4.2%–14.7% among the states.



# DELAWARE

## Protect

### Adult Exposure to Secondhand Smoke

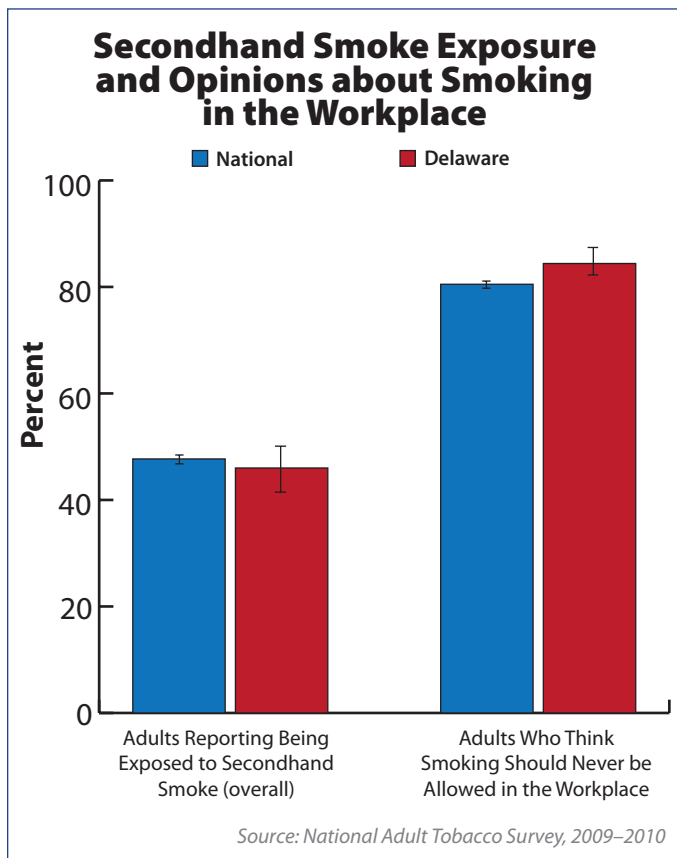
Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Delaware than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Delaware was 46.0%, ranking 22<sup>nd</sup> among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Delaware adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

#### Exposure to Secondhand Smoke

Overall	Workplaces	Homes	Vehicles	Public Places
46.0%	21.2%	12.3%	16.9%	29.1%

Source: National Adult Tobacco Survey, 2009–2010

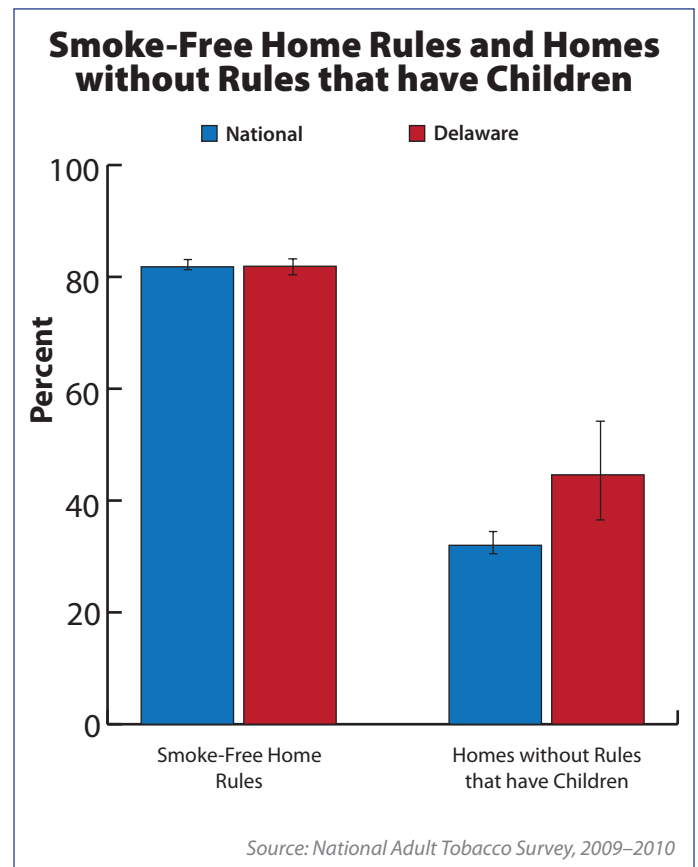


### Opinions about Smoking in the Workplace

In 2009-2010, 84.4% of adults in Delaware thought that smoking should never be allowed in indoor workplaces, ranking 10<sup>th</sup> among the states.

### Smoke-Free Home Rules

In 2009-2010, 81.9% of adults in Delaware reported that their homes had smoke-free home rules, ranking 24<sup>th</sup> among the states. The percentage of homes without smoke-free home rules with children living in them was 44.6%, ranking 51<sup>st</sup> among the states.







# DELAWARE

## State Smoke-Free Policy

As of June 30, 2012, Delaware had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state allowed communities to enact local smoke-free laws.

### Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 Yes	 Yes

\* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

<sup>a</sup> Allowed for non-hospitality workplaces.

<sup>b</sup> Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

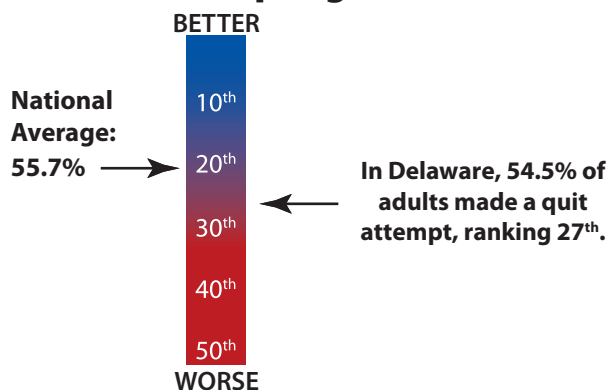
Source: STATE System, June 2012

## Offer

### Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 54.5% of Delaware adult smokers made a quit attempt in the past year, ranking 27<sup>th</sup> among the states.

#### Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

### Quitline Utilization

In 2010, the Delaware quitline received 9,630 calls, and 5,821 tobacco users (an estimated 4.6% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

### Medicaid Coverage for Counseling and Medications





In 2010, Delaware's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Delaware provided full coverage for all nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and no coverage for counseling (individual or group).

#### Medicaid Coverage for Counseling and Medications

##### Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 Yes	 Yes	 Yes	 No

<sup>a</sup> Pregnant women only

<sup>b</sup> Fee-for-service only

<sup>c</sup> Available only via the quitline

Note: Not all footnotes may be used.

Source: Halpin, et al, 2011

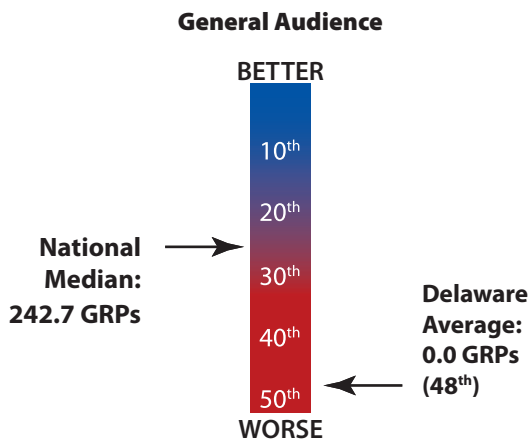
# DELAWARE

## Warn

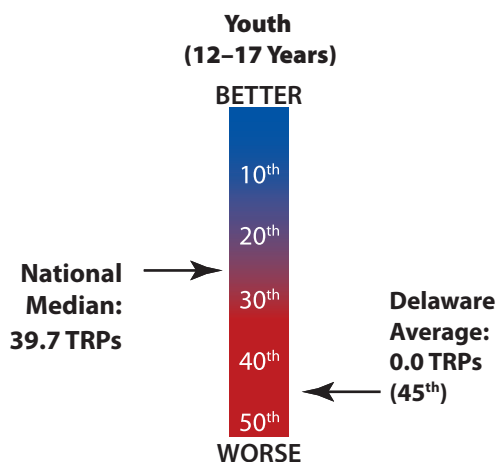
### Tobacco Counter-Marketing Media Intensity

CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Delaware had an average of 0.0 general audience GRPs and 0.0 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

#### Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



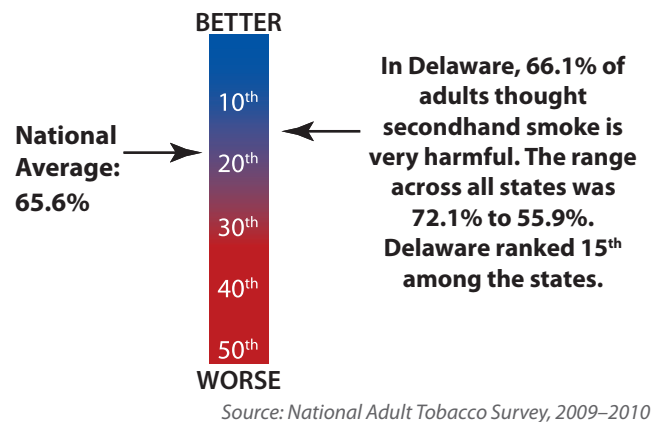
#### Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter



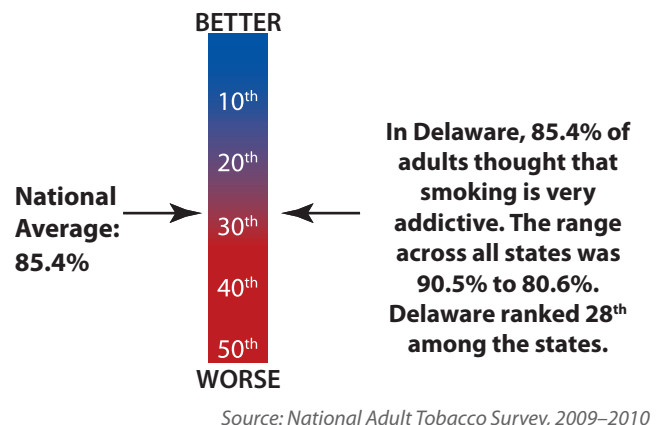
### Knowledge of the Dangers of Tobacco

In Delaware, 66.1% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 85.4% thought that cigarette smoking is very addictive.

#### Secondhand Smoke



#### Addictiveness of Smoking






# DELAWARE

## Enforce

### State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Delaware allowed local regulation of tobacco industry promotions and display of tobacco products in commercial establishments, but preempted local regulation of tobacco product sampling.

#### State Allows Local Laws





Promotion	Sampling	Display
 Yes	 No	 Yes

Source: STATE System, June 2012

### Over-the-Counter Retail Licensure

As of June 30, 2012, Delaware required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

#### Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$5.00	 Yes <sup>a</sup>	 Yes <sup>b</sup>	 Yes

<sup>a</sup> Annually

<sup>b</sup> Fine or Imprisonment up to 90 days, or both

Note: Not all footnotes may be used.

Source: STATE System, June 2012

# DELAWARE

## Raise

### Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Delaware was \$1.60 per pack, ranking 21<sup>st</sup> among the states. The tax on cigars was 15% of the wholesale price per cigar, and for little cigars the tax was 15% of the wholesale price per pack of 20. The tax on smokeless tobacco was also 15% of the wholesale price.

### Price Paid for Last Cigarettes Purchased

In Delaware, 76.4% of adult smokers bought their last cigarettes by the pack, and 23.6% bought them by the carton in 2009-2010. The average price that Delaware smokers reported paying for their last pack of cigarettes was \$5.38 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Delaware smokers reporting paying for their last carton of cigarettes was \$43.01 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

### Amount of Cigarette Excise Tax

